



West Virginia

**Governor's  
School of Entrepreneurship**

# *Designing for* **IMPACT**

June - July 2022

Hosted by **Marshall University's**  
*Lewis College of Business &  
the Brad D. Smith Schools of Business*

Student Handbook + Information



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## **Congratulations!**

As a member of the 2021-2022 WV Governor's School of Entrepreneurship (GSE), you have chosen to join like-minded students in an immersive three-week program intended to encourage maximum IMPACT. GSE will encourage IMPACT through focus on developing and enhancing each student's mindset, toolset, and skillset. In particular, GSE will utilize the best practices of the most successful entrepreneurial ecosystems. Through this structure, you will have the opportunity to explore these best practices and develop an entrepreneurial mindset that will serve you in all aspects of your life.

From our great state, faculty members from Marshall University, West Virginia University, and Concord University will deliver a variety of content and exercises - since practice is essential to improving skills. Because of the multi-faceted nature of entrepreneurship, our roster of faculty members will discuss subjects such as mastering the pitch presentation, understanding the value of execution over ideas, marketing research, self-leadership and leadership, business entity formation considerations, and intellectual property. Importantly, you will be given the opportunity to not only learn about these subjects but to experience how to integrate this information and utilize it for venture formation and success. Moreover, our roster of professional coaches and student mentors will be able to assist you in connecting the dots and understanding the practical application of this information.

After the preparatory work from the classroom, student-groups will get to put these tools to use in a real setting. For at least three days, each student-group will have a pop-up store in which the general public will be able to engage. Whether the engagements result in purchases and/or other transactions is subject to the same forces that influence business transactions. Through this real-world activity, students will get a better sense of whether it is headed in the right direction or whether a course correction is necessary. Much like entrepreneurs navigate the business environment everyday.

With each passing year, WVGSE attempts to improve and deliver the most relevant practices and opportunities possible. The 2021-2022 edition of WV GSE builds upon this philosophy. Although GSE 2020-2021 was like no other prior edition, as the viral pandemic forced alterations, modifications, and changes that challenge the traditional face-to-face approach with the complexities introduced by virtual instruction, learning, and collaboration, valuable lessons were learned and can be integrated and utilized in subsequent GSE programs. Accordingly, GSE 2021-2022 is poised to deliver an experience that will have an IMPACT—and deliver an experience that will resonate in the immediate, near, and long-terms.

I hope your excitement matches or exceeds the excitement of our GSE Team. We are appreciative of the opportunity to meet and work with such outstanding students.

**Welcome! We cannot wait to get started!**  
**Your GSE Dean—Olen York**

A handwritten signature in blue ink that reads 'Olen York'.

JUNE 2022						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

Week 1

Week 2

2022 JULY						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Week 3

### General Timeline—GSE 2022

-  June 19th—Arrival / Move-In to Dorms
-  June 20th—Opening Day
-  July 8th—Closing Day / Pitch Day
-  July 9th—Departure / Move-Out
-  July 1st-4th—Student Pop-Up Stores



West Virginia  
**Governor's  
School of Entrepreneurship**

## IMPORTANT CONTACT INFORMATION

Administration	Phone	Email
<b>Olen York</b> <i>Dean</i>	304.696.2636	olen.york@marshall.edu
<b>Casey Baker</b> <i>Admin. Consultant</i>	304.696.3058	bakerc@marshall.edu
<b>Jeremy Turner</b> <i>Curricular Consultant</i>	704.650.7197	jeremy@YourEPICMission.com

Residence Assistance	Phone	Email
<b>McKenna Sunderland</b> <i>Resident Director</i>	304.550.6807	sunderland3@live.marshall.edu
<b>Hannah Ellis</b> <i>Resident Advisor—Women</i>	304.687.9132	ellis308@live.marshall.edu
<b>Tyler Brandstetter</b> <i>Resident Advisor—Men</i>	681.220.2888	brandstettertyler@gmail.com

Emergency Contacts	Phone	Email
<b>Marshall University Lewis College of Business</b>	304.696.2314	lcob@marshall.edu
<b>Cabell-Huntington Hospital—ER</b>	304.526.2200	----
<b>St. Mary's Hospital—ER</b>	304.526.1234	----



# West Virginia Governor's School of Entrepreneurship

## WV GSE 2021-2022 Overview

### PHILOSOPHY

The goal of GSE is to inspire an entrepreneurial mindset where students learn how to turn ideas into reality. High school students experience an intensive, experiential multi-week academy utilizing live, on-campus learning with some synchronous (virtual) formats to learn about the fundamentals of entrepreneurship in a safe space to explore and innovate.

GSE students will work in teams and work closely with expert faculty, coaches and subject matter experts to help form and iterate their ideas. Gov.'s School of Entrepreneurship culminates with Pitch (Demo) Day on July 8th on the campus of Marshall University. On Pitch Day, students will showcase their business idea and pitch to a group of judges.

### VISION

GSE aspires to empower students with an entrepreneurial mindset in preparation for becoming the next generation of innovative problem-solvers.

### MISSION

GSE graduates will prepare to design for IMPACT and will utilize an entrepreneurial mindset, toolset, and skillset to tackle the grand challenges confronting their community, their region, and their state.

### STRATEGY

GSE will utilize all the resources at its disposal, including subject matter experts and interested stakeholders to deliver high-quality, applicable, and understandable best-practices for students to use in their new venture projects. Using both lecture and guided-practice for application of content, students will get to experience the many ways to use these best-practices for improving their critical-thinking and problem-solving skills.

### VALUES

GSE emphasizes many important values, including the focus on **innovation** as applied to **meaningful** problems, with GSE students using discovered **purpose**, a positive **attitude**, and with an eye toward uplifting the **community** through **teamwork**.

## Designing for IMPACT





## West Virginia Governor's School of Entrepreneurship

### EXPECTATIONS & RULES

***VIOLATION OF ANY OF THE GSE EXPECTATIONS AND RULES MAY RESULT IN DISMISSAL FROM THE PROGRAM AT THE COMPLETE DISCRETION OF THE GOVERNOR'S SCHOOL OF ENTREPRENEURSHIP. OTHER RULES AND GUIDELINES MAY BE ANNOUNCED AS NECESSARY.***

#### **GENERAL**

The students selected for this program are expected to follow a high standard of personal conduct. Mutual respect, excellent work habits, and a cooperative spirit are all necessary aspects of community life. Each student is expected to contribute to a true "community of innovators" in which personal growth is enhanced and a free interchange of ideas is encouraged. Openness to new or differing opinions enhances this atmosphere. GSE is comprised of students from various regions of the state, rural and urban areas, different social, ethnic, economic, and religious backgrounds. Therefore, many opportunities exist for students to develop skills in team work, cooperation, and sharing, which should serve them well in many other settings throughout their lives.

In order to provide for the safety and well-being of all students, and in order to bring about a cooperative "community of innovators" in a very short amount of time, expectations and rules are necessary. GSE students are not only expected to meet the physical and mental demands of being an entrepreneur, they must also participate cooperatively in a communal living environment. Because students are asked to learn and to participate at peak levels throughout the four weeks of the program, attention to health, including rest for both mind and body, is a necessity.

The purpose of these policies is not to restrict students, but rather to allow each individual to take full advantage of the GSE program.



## West Virginia Governor's School of Entrepreneurship

### EXPECTATIONS & RULES

#### ***SPECIFIC FOR THE VIRTUAL EXPERIENCE***

- Students shall strive to their highest level of their ability throughout the program.
- Students must arrive for all scheduled activities or events at or before the announced time.
- Students shall be respectful of others at all times and shall not engage in any behavior that disrupts or disrespects another's workspace or product/service idea.
- Proper personal hygiene and dress are required throughout the program.
- Verbal abuse and disrespect of others will not be tolerated.
- Students may not engage in any illegal or immoral behavior or any activity that could subject GSE to public ridicule or disrepute.
- Fighting, violence, or abusive behavior toward others will be grounds for immediate dismissal.
- Clothing having offensive, unhealthy, or inappropriate logos or language is prohibited, and clothing must fully cover undergarments, torsos, cleavage, midriff, and mid-thighs at all times.

#### ***SPECIFIC FOR THE IN-PERSON EXPERIENCE***

In addition to the above that is equally applicable to the in-person experience, the following specifically applies to GSE students upon arrival at the Marshall University campus on July 18th:

- The rights of others to a clean, orderly, safe, and sometimes quiet environment must be respected. Consideration/Quiet hours in the residence areas must be observed.
- No student will be permitted to leave the campus unless supervised by GSE faculty or staff.
- Students shall confine their activities to the designated Marshall University facilities, classrooms, dining hall, and residence halls.
- Students may not operate or enter motor vehicles during the program except those provided by GSE for authorized trips. GSE provides transportation for all field trips and special events. Students are not permitted to bring an automobile to GSE.
- Smoking is prohibited while attending GSE, both while on and off the campus of Marshall University, including field trips.
- Upon arrival, each GSE participant will be issued a student identification card and 901 #. In addition to identification and security purposes, the card serves as a meal ticket. Participants must wear their GSE ID at all times when not in the residence hall.
- To avoid injury, GSE students must wear appropriate footwear at all times.
- Sexual activity/PDA between GSE students is prohibited.
- Theft, vandalism of property, and tampering with fire or safety equipment, possession of firearms, drugs, or alcoholic beverages will be grounds for immediate dismissal.





## **DISCIPLINARY ACTION**

The Governor's School for Entrepreneurship strives to provide an environment where students can grow and explore their ideas in a supportive space. Certain behavior is incompatible with the philosophy of GSE. As representatives of your schools, communities, counties, and the state of West Virginia, you are expected to be exemplary citizens.

All staff members are responsible for disciplinary action in response to misbehavior. In other words, every adult is the "boss." There are three levels of discipline, determined by the nature, frequency, or severity of the infraction:

1. Verbal reprimand by staff with written notice to the Dean;
2. Written warning by the Dean. Parent/guardian will be notified, and;
3. Dismissal from GSE.

The Dean, in consultation with the appropriate faculty, staff, and the State Director, will make final decisions regarding dismissal from GSE. Should a student be dismissed, the Dean will immediately contact the student's parents or guardians. A student who has been dismissed must be picked up by a parent/guardian within 12 hours of dismissal. While waiting to be picked up, the student is no longer welcome to participate in GSE activities and will pack personal belongings under staff supervision.

Please note, a letter stating the reason for dismissal will be sent to the parent/guardian, high school principal, and county superintendent of schools. Be advised that Marshall University and the GSE will cooperate with all university, local, and state authorities regarding investigations or illegal activities.

### **Causes for Disciplinary Action**

Students who leave campus without authorization, engage in activities threatening the safety of themselves or others including leaving assigned groups when off campus, or who violate the tobacco, alcohol and controlled substance abuse rule will be dismissed immediately. There will be no second chances. Other reasons for dismissal include, but are not limited to, the following:

- Unexcused absence;
- Disobeying visitation policies;
- Unauthorized use of a vehicle or riding in a vehicle with an unauthorized person
- Tampering with fire alarms or security systems;
- Harassment/ bullying;
- Failure to follow faculty, staff, or campus security's directions;
- Behavior unbecoming of a member of GSE .



**GSE | Sunday, June 19th — Arrival**

**PACKING LIST**

Please consult the packing list included with this email (or as included in your GSE materials in early June 2022). Please make sure you bring bedding (sheets for extra long TWIN BED, blankets, pillowcases), towels, washcloths, and soap. The complete list included will further assist you in your packing.

**TRAVEL**

Maps are enclosed for convenience. Also, feel free to consult with an interactive map of the university campus found at:  
<https://www.marshall.edu/map/index.html>

The Marshall University campus is located between 16th Street and 20th Street and between 3rd Ave. and 7th Ave. in Huntington, WV (university zip code is 25755). The dormitory, dining hall, and student center, where we will spend the bulk of our time, are along 5th Ave. between John Marshall Dr./Elm St. and 18th Street—approximately a 2 block radius.

5th Ave is a one-way street (eastbound—and is designated as US Route 60 Eastbound)

6th Ave is a bi-directional street

**ARRIVAL TIME**

Check-In is from 1p to 4p—however, please advise Dean York ([olen.york@marshall.edu](mailto:olen.york@marshall.edu) or 304.633.1178) of your anticipated arrival time ASAP. That will allow organizers a mechanism for quickly checking students in with the hope of completing check-in by 3p and beginning the Sunday activities thereafter.

**MODIFIED SCHEDULE ENCLOSED**

As is typical, scheduling modifications were required. Accordingly, a modified schedule is enclosed that includes more detail on the day-to-day activities and anticipated run-times for various work/recreational sessions that will be programmed into your three-day stay in Huntington. Please familiarize yourself with the modified schedule.



## **GSE PACKING LIST**

### **CLOTHING**

- Masks
- A variety of tops of different weights
- Shorts
- Jeans
- Sleepwear
- Rain gear
- Jacket
- Umbrella
- Comfortable walking shoes
- Laundry bag or basket
- Preferred detergent/dryer sheets
- One dress outfit
- Example: Dress shirt and tie, coat optional  
Business casual dresses or slacks and blouses  
Dress shoes

### **ITEMS YOU WILL NEED**

- Sheets and a mattress cover for a twin EXTRA-LONG bed
- Pillow/Pillowcases
- Blankets
- Alarm
- Deodorant
- Toothbrush
- Toothpaste
- Shampoo
- Conditioner
- Soap
- Cosmetics
- Sunscreen
- Washcloths
- Towels
- A small garbage can and liners

### **OPTIONAL ITEMS**

- Bedside lamp
- Workout clothes
- Hair dryer
- Camera
- Sports equipment
- Board/card games
- Radio/MP3/iPod
- Cell phone
- Swimsuit
- Yoga Mat
- Laptop/tablet and chargers
- Hangers
- Snacks
- Notebooks\*
- Pens/pencils\*

### **ITEMS YOU MAY NOT BRING**

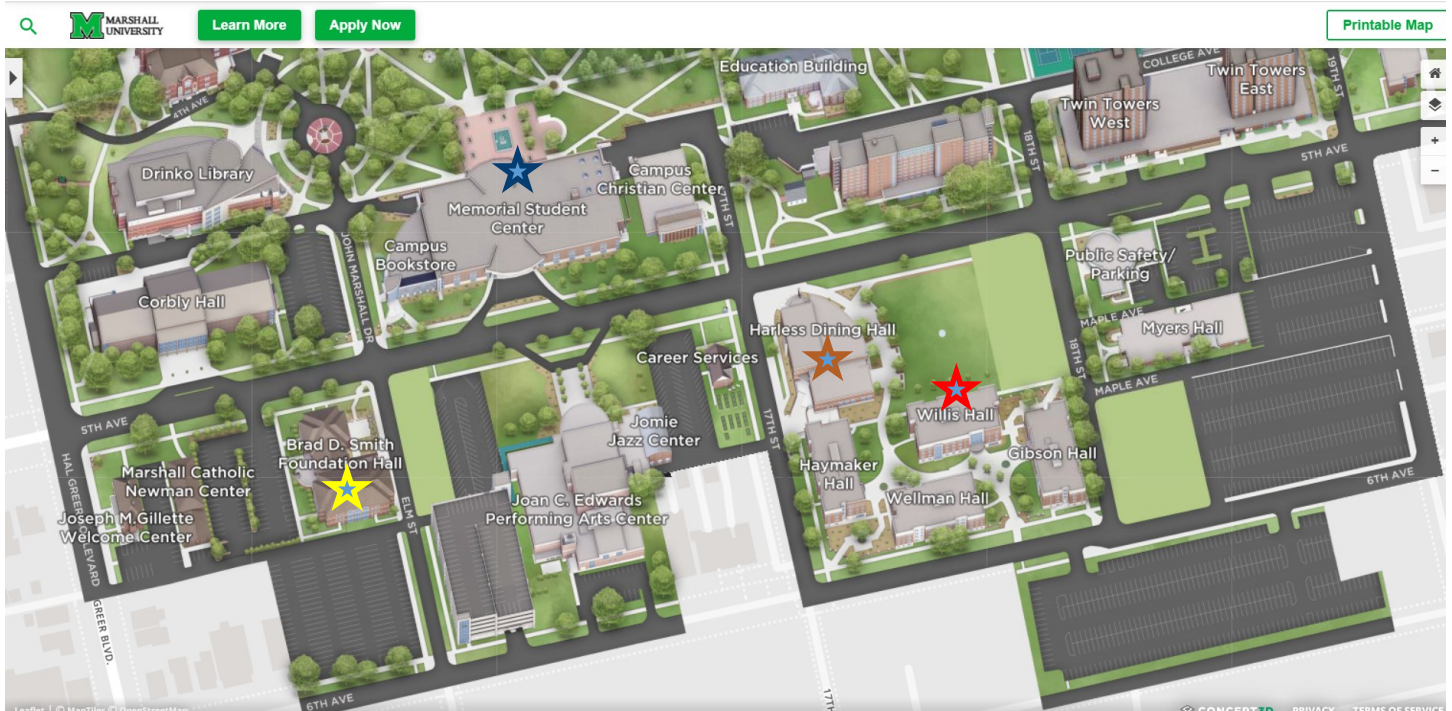
- TV
- DVD/BluRay Players
- Toaster/toaster oven
- Coffee maker
- Large fitness equipment
- Air conditioner
- Video game consoles/equipment
- Hot plate or any electric cooker
- Microwave, Refrigerator, or Grill

A CVS is conveniently located near the dorms for necessities

\*These items will be provided upon arrival



**CAMPUS MAP**



Willis Hall—Dormitory



Harless Dining Hall



Student Center—Don Morris Room

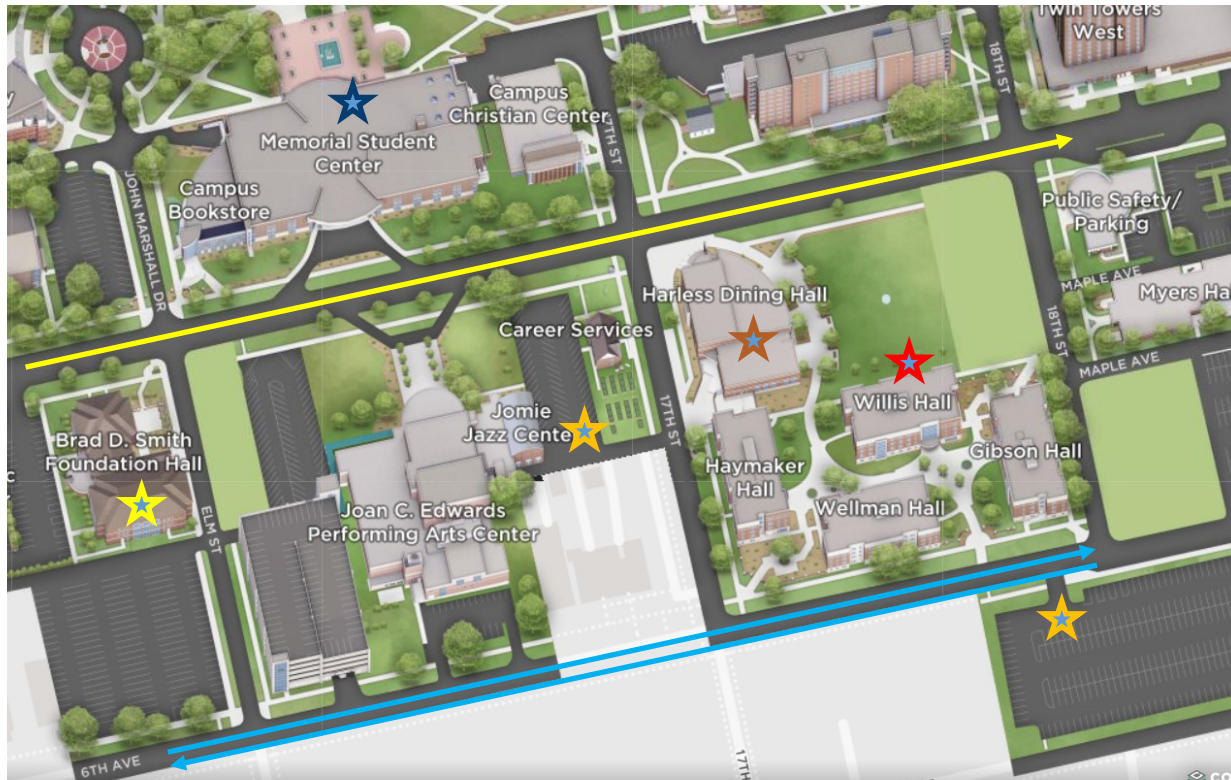


Brad D. Smith—Foundation Hall





ENLARGED CAMPUS MAP



Willis Hall—Dormitory



Harless Dining Hall



Student Center—Don Morris Room



Brad D. Smith—Foundation Hall



Check-In/Check-Out Parking Zones



5th Ave—One Way Eastbound



6th Ave—East + West